

FOR IMMEDIATE RELEASE:

October 1, 2009

FOR MORE INFORMATION contact:

Lynn Flannery Howlett, 585-350-8781

October is National Chiropractic Month

2009 Topic...Headaches!

ROCHESTER, N.Y. - In October, the American Chiropractic Association (ACA) is sponsoring **National Chiropractic Month**, a nationwide observance dedicated to educating the public about the benefits of chiropractic care. Each year, the ACA focuses on a particular aspect of chiropractic treatment. This year's activities will focus on chiropractic's effectiveness in treating **headaches**.

While many people associate chiropractic care as a treatment for bad backs, there is growing documentation that chiropractic is also effective in the treatment of cervicogenic (neck disorders) headaches, migraines and cluster headaches.

Nine out of ten Americans suffer from headaches. Some are occasional, some frequent, some are dull and throbbing and some cause debilitating pain and nausea. With the growing interest in health and wellness nowadays, many people seek

alternatives to popping a pill for their headache pain.

"Many patients who suffer from headaches have found conservative, drug-free chiropractic treatment to be a safe and effective alternative to the use of medication, and scientific research supports this conclusion," says Dr. Frank Grayson, Chiropractor at Grayson Chiropractic Associates, adding, "It's important that people have options when it comes to health care."

Several studies related to spinal manipulative therapy and neck pain, including headaches, have shown positive results for chiropractic. For example, a report released in 2001 by researchers at the Duke University Evidence-Based Practice Center in Durham, N.C., found that spinal manipulation resulted in almost immediate improvement for tension headaches and headaches that originate in the neck. Further, the chiropractic treatment approach had significantly fewer side effects and longer-lasting relief than many commonly prescribed medications.

Additionally, in 2004, researchers at Northwestern Health Sciences University completed a systematic review of the safety and efficacy of treatments used in 22 studies with a total of 2,628 patients who suffered from headaches. They concluded that physical treatments, such as spinal manipulation, are safe care options for patients with chronic or recurrent headaches.

Also significant, patients who receive care for headaches report high levels of satisfaction with chiropractic care. **Doctors of chiropractic are trained to recommend therapeutic and rehabilitative exercises, as well as to provide nutritional, dietary and lifestyle counseling**—all of which are important components in the management of chronic headache pain.

If you frequently suffer from headaches, Dr. Grayson and ACA recommend the following tips.

- If you spend a large amount of time in one fixed position, such as in front of a computer, take a break and stretch every 30 minutes to one hour.
- Low-impact exercise may help relieve the pain associated with primary headaches.
- Drink at least eight 8-ounce glasses of water a day to help avoid dehydration,
 which can lead to headaches
- Avoid slouching
- Try a low-fat, high-complex carbohydrate diet. A recent study demonstrated that such a diet can dramatically lower the frequency, intensity, and duration of migraine headaches.
- Reduce stress at home and work by planning ahead and engaging in relaxation and breathing exercises.
- Get plenty of sleep and maintain a regular sleep schedule.

This October, during National Chiropractic Month, the public is encouraged to talk with a doctor of chiropractic about how you can obtain headache relief through spinal manipulation and chiropractic care.

"When it comes to managing headache pain, there's no magic solution that works for everyone, but chiropractic care is certainly an effective treatment option every patient should keep in mind," Dr. Grayson says.

Dr. Grayson is working in collaboration with the American Chiropractic Association to observe National Chiropractic Month. For more information on chiropractic care or any of the tips mentioned above contact your local chiropractor or visit the ACA Web site: www.ACAtoday.org.

The American Chiropractic Association (ACA), based in Arlington, Va., is the largest chiropractic organization in the country. It provides lobbying, public relations,

professional and educational opportunities for doctors of chiropractic, funds research into chiropractic and other health issues, and offers leadership for the advancement of the profession. The ACA promotes the highest standards of ethics and patient care, contributing to the health and well-being of millions of chiropractic patients.

Grayson Chiropractic Associates (GCA) is a provider of general and subspecialty chiropractic care that serves the greater Rochester metropolitan area. The practice consists of two chiropractors - Dr. Frank L. Grayson and Dr. Daniel F. Grayson - and two licensed massage therapists. Grayson Chiropractic Associates specializes in the following: general neck and arm pain; lower back pain associated with sciatic nerve disorders, sports injuries, automobile accidents; back pain due to poor ergonomic environments; as well as treatment and exercise programs related to poor posture. The practice is located on Rue de Ville in Rochester, N.Y.

###